

# IMAGEN OF Boulder County

Issue #9

September 2006

## THOUGHTS ON NATIONAL HISPANIC HERITAGE MONTH

Researched by Tony Tafoya

National Hispanic Heritage Month has been designated to begin on September 15th and continue to October 15th. A presidential proclamation is supposed to be issued in time for program planners to use the proclamation and the theme in their local program activities. All too often, however, the proclamation is issued late and many activities occurring in the Mexican American communities, who observe the 16th of September, never see or read the proclamation. It makes one wonder if these proclamations are just paper exercises to make a few minority bureaucrats feel good. Or, could it be that these special observance days are on the books and are issued as a matter of course without regard to the words contained in the proclamations?

Hispanic Heritage Month (I don't really like the term, but that is for another *Imagen* article.) started out as National Hispanic Heritage Week when it was approved on September 17, 1968, as Public Law 90-498. It authorized and requested that the President issue an annual proclamation calling on citizens, and especially the educational community, to have an observance with appropriate ceremonies and activities.

Weekly observances, as opposed to weakly observances, continued until August 17, 1988 when the 100th Congress passed Public Law 100-402 and designated the observance to a full month.

Things clearly were getting out of hand. Ceremonies and activities for a whole month! Not even our own Katy Stewart has that much energy. Could it be that politicians saw the Latino population as the fastest growing minority group and would soon be a potentially strong voting block? If so, then politicians are taking Latinos for granted and are not cultivating nor recognizing their contributions. Every year they name the same few who have "made it" here in the United States. The same appears to be true for the other minority groups who get "their" month. Do Polish Americans get a whole month? What about Irish and German Americans?

In my mind, these proclamations are just gestures of good will and should be appreciated. But a month is too long, too costly, and quite frankly just a little too patronizing. There are proclamations for everything under the sun, and what is sad is that the dates overlap. How special does this make one feel. Its like giving yourself a present on your wife's birthday.

By now, if you are still reading this, you know that I don't care for month-long observance programs. Observances should be kept short and dignified—like a poem. Observances should also lead to outcomes to benefit those being recognized.

In Unity there is strength,  
communication and progress.

In most communities Hispanic Heritage Month does little to improve the social, health, economic, and educational level of Latinos. This is because we only think of this group once a year and then go back to our regular lives. We kid ourselves if we expect more than a special day and a month is just ridiculous.

Like a birthday, Christmas is just one day, but we have a Christmas season. We plan and prepare for that special day. We should follow this example and look at these proclamations as calls to seasonal action, not just ceremonies and fiestas.

It soon will be winter and some families in our community will need coats, gloves, and a warm place to stay. To do well in school children will need to have enough to eat. Food banks will need to be fully stocked. Remember to donate to food banks and to the churches who work with those who find themselves in need.

We are now entering into the fall season. Do we take time to think of those who are picking the crops around our communities and throughout the country? This back breaking work for little wages is hard on workers, mainly Mexican migrants, who face the constant stigma of being seen as without papers and taking too long to learn the English language. We should cut them some slack on the rhetoric and drive out into the county field and thank God that our table will be full and fresh because of their work. Contribute to a food basket on Thanksgiving Day. It will make this day special and the season more meaningful.

Think to spring and all the work that needs to be done to prepare the soil, the landscapes for new housing developments and projects that were delayed because of the cold weather.

Welcome the presence of Latinos because they will make these fields and communities bloom. They won't seek credit because they have the satisfaction of being where they want to be—in the United States. Be thankful that you were born here, and unless you are an American Indian, remember you also come from a family of immigrants.

When summer arrives many of us think of vacations and leisure time. Builders and farmers use this season to build and plant. They take advantage of the long daylight hours. Many of the workers are Latinos who are not afraid to work in the hot sun. We should think of them in summer, especially on those 90 plus degree days when even dogs stay inside. You can help by joining community organizations and help with voter registration drives and around the office. Volunteer English teachers are always needed. Health supplies, financial donations and used furniture and equipment can make a huge difference in the finances of a family.

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Look to all the seasons for there are reasons we seek to speak more than we think.

Look to every season for that special day and make it shine for you to share.

Look to every day when you may see me cry, say not a word but show you care.

See to every tear that has no name like yours and dry them once before you judge.

**In Unity there is strength,  
communication and progress.**

# PRESIDENT'S PROCLAMATION



THE WHITE HOUSE  
PRESIDENT  
GEORGE W. BUSH

For Immediate Release  
Office of the Press Secretary  
September 14, 2006

## **National Hispanic Heritage Month, 2006**

A Proclamation by the President of the United States of America

Americans are a diverse people, yet we are bound by common principles that teach us what it means to be American citizens. During National Hispanic Heritage Month, we recognize the many contributions of Hispanic Americans to our country.

Through hard work, faith in God, and a deep love of family, Hispanic Americans have pursued their dreams and contributed to the strength and vitality of our Nation. They have enriched the American experience and excelled in business, law, politics, education, community service, the arts, science, and many other fields. Hispanic entrepreneurs are also helping build a better, more hopeful future for all by creating jobs across our country. The number of Hispanic-owned businesses is growing at three times the national rate, and increasing numbers of Hispanic Americans own their own homes. We continue to benefit from a rich Hispanic culture and we are a stronger country because of the talent and creativity of the many Hispanic Americans who have shaped our society.

Throughout our history, Hispanic Americans have also shown their devotion to our country in their military service. Citizens of Hispanic descent have fought in every war since our founding and have taken their rightful place as heroes in our Nation's history. Today, Americans of Hispanic descent are serving in our Armed Forces with courage and honor, and their efforts are helping make America more secure and bringing freedom to people around the world.

As we celebrate National Hispanic Heritage Month, we applaud the accomplishments of Hispanic Americans and recognize the contributions they make to our great land. To honor the achievements of Hispanic Americans, the Congress, by Public Law 100-402, as amended, has authorized and requested the President to issue annually a proclamation designating September 15 through October 15 as "National Hispanic Heritage Month."

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim September 15 through October 15, 2006, as National Hispanic Heritage Month. I call upon public officials, educators, librarians, and all the people of the United States to observe this month with appropriate ceremonies, activities, and programs.

IN WITNESS WHEREOF, I have hereunto set my hand this fourteenth day of September, in the year of our Lord two thousand six, and of the Independence of the United States of America the two hundred and thirty-first.

GEORGE W. BUSH

# NUESTRO TALENTO

## De la brevedad engañosa de la vida

Menos solicitó veloz saeta  
destinada señal, que mordió aguda;  
agonal carro por la arena muda  
no coronó con más silencio meta,  
  
que presurosa corre, que secreta,  
a su fin nuestra edad. A quien lo duda,  
fiera que sea de razón desnuda,  
cada Sol repetido es un cometa.

¿Confíesalo Cartago, y tú lo ignoras?  
Peligro corres, Licio, si porfías  
en seguir sombras o abrazar engaños.

Mal te perdonarán a ti las horas:  
las horas que limando están los días,  
los días que royendo están los años.

Luís de Góngora, Spain, ~1600s

## Las cosas que deseamos

Las cosas que deseamos  
tarde o nunca las habemos,  
y las que menos queremos  
más presto las alcanzamos.

Porque fortuna desvía  
aquello que nos aplice,  
mas los que pesar nos hace  
ella mesma nos lo guía:  
así por lo que penamos  
alcanzar no lo podemos,  
y lo que menos queremos  
muy más presto lo alcanzamos.

Juan del Encina, Spain, ~1500s

## Al salir de la cárcel

Aquí la envidia y mentira  
me tuvieron encerrado.  
Dichoso el humilde estado  
del sabio que se retira  
de aqueste mudo malvado,  
y con pobre mesa y casa,  
en el campo deleitoso  
con solo Dios de compasa,  
y a solas su vida pasa,  
ni envidiado ni envidioso.

Fray Luís de León, Spain, ~1500s

(Escrito en la pared de la celda donde fue encarcelado por la Inquisición.)

## Lejos de vos

Lejos de vos y cerca de cuidado,  
pobre de gozo y rico de tristeza,  
fallido de reposo y abastado  
de mortal pena, congoja y braveza,

desnudo de esperanza y abrigado  
de inmensa cuita y visto de asperenza,  
la mi vida me fuye, mal mi grado,  
la muerte me persigue sin pereza.

Ni son bastantes a satisfacer  
la sed ardiente de mi gran deseo  
trajo al presente, ni me socorrer

la enferma Guadiana, ni lo creo.  
Sólo Guadalquivir tene poder  
de me guarir y sólo aquél deseo.

Iñigo López de Mendoza, Spain, ~1400s

The Denver *Noticiero* is a roundup of vacancy information. If you would like to submit vacancy announcements for publication, fax to Becky Rios at 303.497.7283, e-mail to [Becky.Rios@noaa.gov](mailto:Becky.Rios@noaa.gov) or mail to NOAA/OAR EEO Office, R/OMx3, 325 Broadway, Bldg. 22, Boulder, CO 80305. Becky's phone number is 303.497.6439. The Denver *Noticiero* is now on line at: <http://eeo.boulder.noaa.gov>. Click on Employment. Back issues of *Imagen* can also be found there.

- October 12-13—21st National Hispanic Women's Conference. "Latina Power: The Billion Dollar Market." Phoenix Civic Plaza Convention Center, Phoenix, AZ. For more information visit at [www.hispanicwomen.org](http://www.hispanicwomen.org).
- October 26-29—SACNAS National Conference. "Science Revolution in Minority Communities: What Progress Have We Made?" Tampa, FL. For details visit [www.sacnas.org](http://www.sacnas.org).
- October 28-31—Hispanic Association of Colleges and Universities (HACU), 20th Annual Conference, "Twenty Years of Championing Hispanic Higher Education Success." Hyatt Regency Hotel, Henry B. Gonzalez Convention Center, San Antonio, TX. Visit at [www.hacu.net](http://www.hacu.net)
- November 2-4—AISES 28th Annual National Conference. "Generations of Innovation." Marriott Detroit at the Renaissance Center, Detroit, MI. Visit at [www.aises.org](http://www.aises.org).

## SAVE THE DATE! NOVEMBER 7th

—The DFEB/American Indian Program Council will sponsor a training seminar, *Indian Voices, Past and Present*, at the Sheraton Hotel, 360 Union Blvd. from 10:00 a.m. to 2:00 p.m. in Lakewood, CO. There will be a performance play, *Speaking from the Past*, by Three Voices. The play portrays three conflicting views of Wounded Knee. For more information please contact Georgia Madrid at 303.497.6732

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### From the National Image Director for Intergovernmental Affairs MANUEL OLIVEREZ

Region III Leadership Training Conference will be held on November 8-9, 2006, at the Holiday Inn-Westpark Hotel, 1900 North Fort Myers Drive, Arlington (Rosslyn) Virginia. (One short block from the Rosslyn Metro Stop via the Blue or Orange Metro Trains.)

Region III Image has invited the General Accountability Office (GAO) and the National Hispanic Leadership Agenda (NHLA) to present summaries of their respective reports on the underrepresentation and underutilization of Hispanic Americans in the Federal civilian workforce. This will provide an opportunity to listen and to examine the two perspectives on the issue—one Federal and one from the Hispanic community. There will be a question and answer period at the conclusion of the presentations. Region III Image will be inviting the Census Bureau to provide an overview of Hispanic demographics nation wide. The Census presentation will provide the context for the GAO and NHLA presentations.

Please check the website at [www.nationalimageinc.org](http://www.nationalimageinc.org) for agenda and registration information. Manuel Oliverez is at [ManuelOliverez2@cs.com](mailto:ManuelOliverez2@cs.com).

## ***The Goals and Objectives of Boulder County Image***

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- A. To seek a broad development and expansion of employment opportunities for the aspirants among the Latino population.
- B. To assist and encourage the government services in providing the best possible circumstances for the recruitment, training, employment and advancement of Latinos.
- C. To encourage and actively support the promotion and advancement of Latinos already employed.
- D. To counter employment issues based on social, ethnic, religious, age and gender discrimination, direct or indirect.
- E. To analyze and determine the educational and professional needs of Latinos seeking entry and advancement in employment; and, whenever possible, provide appropriate training and counseling services to meet these needs – particularly among the youth.
- F. To establish and continually upgrade a broad basis of communications with Latino employees across the nation.
- G. To respond to the reasonable requests of non-members and groups whose problems, goals, and objectives are supportable within the By Laws of Boulder County Image.
- H. To enhance the promotion of ethnic pride, culture, and camaraderie through the organized and regular social gatherings which will serve to bind members together.
- I. To provide a non-partisan platform on major issues of local and national significance so that members may be better informed and may express their views.
- J. To expand the concept and objectives of National Image, Inc., to communities throughout the United States to provide maximum impact on the benefits derived from the pursuit of these goals and objectives as stated above.

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# IMAGE SUPPORTER



## NOAA's Office of Oceanic & Atmospheric Research

*In Observance of National Hispanic Heritage Month,  
NOAA Research supports the co-sponsored diversity  
program of Boulder County Image*

### MAJOR RESEARCH THEMES:

CLIMATE  
OCEANS, GREAT LAKES AND COASTS  
WEATHER AND AIR QUALITY



### NOAA Research labs are located throughout the country and offer a variety of career opportunities:

Earth System Research Lab - Boulder, CO  
Physics, Research Chemistry, Meteorology, IT Specialist,  
Electronics Engineer and Physical Science

Air Resources Lab - Silver Spring, MD (Hqs)  
Meteorology and Physical Science

Atlantic Oceanographic & Meteorological Lab - Miami, FL  
Oceanography, Meteorology and IT Specialist

Geophysical Fluid Dynamics Lab - Princeton, NJ  
Meteorology and Physical Science

Great Lakes Environmental Research Lab - Ann Arbor, MI  
Physical Science, Oceanography and Ecology

National Severe Storms Lab - Norman, OK  
Meteorology and Electronics Tech

Pacific Marine Environmental Lab -Seattle, WA  
Oceanography, IT Specialist and Physical Science

For More information  
NOAA Research EEO Office  
Phone: 303-497-6439/6732/6731  
Website: <http://eeo.boulder.noaa.gov>

NOAA Research Website: [www.oar.noaa.gov](http://www.oar.noaa.gov)  
NOAA Jobs: [www.noaa.gov/jobs.html](http://www.noaa.gov/jobs.html)



NOAA IS AN EQUAL OPPORTUNITY EMPLOYER

## Key Committee Functions

The key functions performed by Boulder County Image officers and members of standing committees include: **Advocacy on Employment and Education Issues; Membership and Outreach;** and **Consultation**. The President of Boulder County Image will assign members on an ad hoc basis as the need arises. The following is a brief description of each function:

### Advocacy on Employment and Education Issues

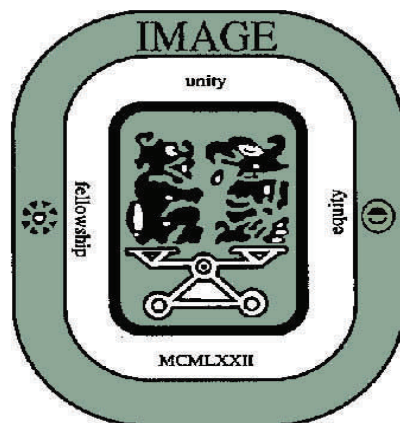
The advocacy function is performed when members take a pro-active role in seeing that a client's issue is addressed by the appropriate community, education or government organization. This function typically involves the following: Mediating an issue at the lowest level before it escalates; Negotiating issues on behalf of clients; Assisting local businesses with employee issues; Assisting students and parents with local school issues, e.g. fighting, drop out, and equal treatment policies; Educating the community on Latino issues; Researching legal information (not advice) on various employment topics; Accompanying clients (employees and applicants) and serving as their representative. Boulder County Image will monitor civil rights issues in the community and provide a community service by organizing Latinos and educating them on issues.

### Membership and Outreach

The membership committee is charged with an ongoing program of recruiting and retaining members. This committee coordinates a yearly membership drive for new members. The outreach function is performed by going out into the community to explain Image programs and communicating the assistance that can be provided. Typically, this function involves attending meetings and briefings, networking with agency representatives, providing orientation briefings to newcomers, attending training sessions and education workshops - both as participants and presenters.

### Consultation

Consultation services are typically provided to clients who are in need of explanations related to documents that need an interpretation and require follow up actions. Consultations are private.





**IMAGEN is a publication  
of**

Boulder County Image  
#348  
637-B South Broadway  
Boulder, CO 80305  
Phone 303.497.6439

IMAGEN seeks to inform Latinos  
on employment, education and  
civil rights issues.

Editor: Tony Tafoya

**MISSION**

*National Image, Inc. was established in 1972, to address Latino concerns in employment, education, and civil rights. Boulder County Image is an affiliate of National Image, Inc. and operates in Colorado within Region VIII. Its mission is to work with federal, state, county and local government organizations and community members to improve the status of Latinos in focused mission areas.*

**BOARD OF DIRECTORS  
BOULDER COUNTY IMAGE**

**OFFICERS:**

**President** - Becky Rios

**1st Vice President** - Richard Shields

**2nd Vice President** - Katy Stewart

**Secretary** - Vacant

**Treasurer** - Michelle Masias

**TASK FORCE CHAIRS/MEMBERS:**

The following have been appointed as chairs of the standing task forces. Members will be contacted to join one of these task forces.

Social/Cultural - Michelle Masias

Education - Richard Shields

Employment - Becky Rios

Civil Rights - Katy Stewart

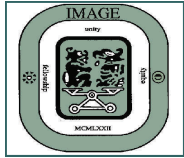
**NATIONAL OFFICERS:**

National President - John Griego

Region VIII Director - Joe Davalos

Colorado State Director - Tony Montoya

Special Assistant Office of the Chairman -  
Ramón Montoya



**Boulder County Image**  
**#348**  
**637-B South Broadway**  
**Boulder CO 80305**

## Membership Application Form

### Applicant Information (please print or type)

Name	
Home Address	
City, State, Zip Code	
Employer Name	
Work Address	
City, State, Zip Code	
Telephone (business)	
Telephone (Home)	
Fax	
E-Mail	

### Membership Information #9-06

Type of Membership: New \_\_\_\_\_ Renewal \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*(Membership dues are \$15.00 (\$8.00 for National dues, \$2.00 for State dues and \$5.00 for Chapter.)*

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